

King's Lynn & West Norfolk: UKSPF Investment Plan

July 2022

Metro — Dynamics

UKSPF Investment Plan

Development process



Key considerations

- West Norfolk has a **core UKSPF allocation of £1.8m** (at 80-90% revenue) to invest across three priorities: communities and place, supporting local businesses, and people and skills.
- Norfolk County Council has also developed a **Multiply investment case** to invest in numeracy skills.
- Given short timescales, we will **focus quickly on evidenced, deliverable interventions** that align with Government UKSPF guidance.
- **We want to draw on partners' experience** of successful local projects and priorities to build on.
- We are drafting an Investment Plan for submission to Government by 1 August 2022.

UKSPF interventions

- The Government has published guidance with detailed potential interventions that places can select to put forward in their Investment Plans.
- The aims of the three priority areas are:
 - **Communities and place** – investing in physical, cultural and social infrastructure and communities to strengthen social fabric and local pride
 - **Supporting local business** – growing new businesses, creating jobs, supporting local sector strengths, and boosting innovation
 - **People and skills** – supporting basic skills provision and business skills needs

UKSPF interventions – longlist from guidance

C&P UKSPF Interventions:

- E1: Funding for improvements to town centres and high streets, including better accessibility for disabled people, including capital spend and running costs.
- E2: Funding for new, or improvements to existing, community and neighbourhood infrastructure projects including those that increase communities' resilience to natural hazards, such as flooding. This could cover capital spend and running costs.
- E3: Creation of and improvements to local green spaces, community gardens, watercourses and embankments, along with incorporating natural features into wider public spaces.
- E4: Enhanced support for existing cultural, historic and heritage institutions that make up the local cultural heritage offer.
- E5: Design and management of the built and landscaped environment to 'design out crime'.
- E6: Support for local arts, cultural, heritage and creative activities.
- E7: Support for active travel enhancements in the local area.
- E8: Funding for the development and promotion of wider campaigns which encourage people to visit and explore the local area.
- E9: Funding for impactful volunteering and/or social action projects to develop social and human capital in local places.
- E10: Funding for local sports facilities, tournaments, teams and leagues; to bring people together.
- E11: Investment in capacity building and infrastructure support for local civil society and community groups.
- E12: Investment in community engagement schemes to support community involvement in decision making in local regeneration.
- E13: Community measures to reduce the cost of living, including through measures to improve energy efficiency, and combat fuel poverty and climate change.
- E14: Funding to support relevant feasibility studies.
- E15: Investment and support for digital infrastructure for local community facilities.

SLB UKSPF Interventions:

- E16: Investment in open markets and improvements to town centre retail and service sector infrastructure, with wrap around support for small businesses.
- E17: Funding for the development and promotion (both trade and consumer) of the visitor economy, such as local attractions, trails, tours and tourism products more generally.
- E18: Supporting Made Smarter Adoption: Providing tailored expert advice, matched grants and leadership training to enable manufacturing SMEs to adopt industrial digital technology solutions
- E19: Increasing investment in research and development at the local level. Investment to support the diffusion of innovation knowledge and activities.
- E20: Research and development grants supporting the development of innovative products and services.
- E21: Funding for the development and support of appropriate innovation infrastructure at the local level.
- E22: Investing in enterprise infrastructure and employment/innovation site development projects. This can help to unlock site development projects which will support growth in places.
- E23: Strengthening local entrepreneurial ecosystems, and supporting businesses at all stages of their development to start, sustain, grow and innovate, including through local networks.
- E24: Funding for new and improvements to existing training hubs, business support offers, 'incubators' and 'accelerators' for local enterprise
- E25: Grants to help places bid for and host international business events and conferences that support wider local growth sectors.
- E26: Support for growing the local social economy, including community businesses, cooperatives and social enterprises.
- E27: Funding to develop angel investor networks nationwide.
- E28: Export Grants to support businesses to grow their overseas trading, supporting local employment.
- E29: Supporting decarbonisation and improving the natural environment whilst growing the local economy.
- E30: Business support measures to drive employment growth, particularly in areas of higher unemployment.
- E31: Funding to support relevant feasibility studies.
- E32: Investment in resilience infrastructure and nature based solutions that protect local businesses and community areas from natural hazards including flooding and coastal erosion.

P&S UKSPF Interventions:

- E33: Employment support for economically inactive people: Intensive and wrap-around one-to-one support to move people closer towards mainstream provision and employment supplemented by additional and/or specialist life and basic skills.
- E34: Courses including basic skills (digital, English, maths (via Multiply and ESOL), and life skills and career skills (where not being met through DWP provision) provision for people who are unable to access training through the adult education budget.
- E35: Activities such as enrichment and volunteering to improve opportunities and promote wellbeing.
- E36: Intervention to increase levels of digital inclusion, with a focus on essential digital skills.
- E37: Tailored support to help people in employment, who are not supported by mainstream provision to address barriers to accessing education and training courses.
- E38: Support for local areas to fund local skills needs. This includes technical and vocational qualifications and courses up to level 2 and training for vocational licences relevant to local area needs.
- E39: Green skills courses targeted around ensuring we have the skilled workforce to achieve the government's net zero and wider environmental ambitions.
- E40: Retraining support for those in high carbon sectors.
- E41: Funding to support local digital skills.

Communities and place: the evidence



Ageing local population with a higher than average and growing proportion of over 65s and falling proportion of people aged 25-39



Higher scoring on indicators around life satisfaction, low crime rates, but could improve living environment



Movement into retail and recreation space is positive against pre pandemic levels however above average retail and industrial vacancy rates



Expenditure on arts and development is below the national average although has been increasing over the last five years



Improvement in the community assets index rank of all England local authorities



Higher healthy life expectancy, however lower levels of physical activity



64% of neighbourhoods have longer journey times to key services (vs. 17% nationally)



A gap in full fibre broadband with 12.2% of premises connected vs. 27% nationally

Challenges, opportunities & investment priorities



An ageing population

There is a **higher proportion of people aged 65 and over** in King's Lynn & West Norfolk (26.4%) compared to the national average of 18.6%, and this has increased by 5.3% over the last five years. Also, the proportion of people aged 25-39 is below the national average and has fallen by 2.7% over the last five years. **Overall population has not grown** over the last five years. Attracting people to live and stay in King's Lynn and West Norfolk is important for the area's future. There are strengths to build on – the area scores **more highly than average on life satisfaction**, has a low crime rate and increasing expenditure on arts and development per head over the last five years.

Requires investment which:

- Emphasises strengths and makes KLWN a more attractive place to live, work and invest – as well as visit.
- Enables young people to have local careers and creates jobs that people will stay in/move to KLWN for (which requires support for enterprise development & business growth).
 - Supports elderly population & address potential social isolation



Improving sustainability

The area has **higher than average transport emissions per capita** and a **lower proportion of properties with an EPC rating of A-C** than the average. Although there has been improvement in terms of EPC rating, transport emissions have grown over the last five years in contrast to the downward national trend. The percentage of people who walk or cycle once a week is below the national average, however **active travel has increased by 8.2%** over the last four years compared to a 1% fall in England. Active travel could be further encouraged to reduce transport emissions and increase the percentage of physically active adults, which is below the national average and has fallen over the last four years.

Requires investment which:

- Reduces reliance on cars for (short) journeys and improves energy performance of buildings
 - Improves public and community transport connectivity
- Promotes cleaner, greener transport and active travel (where this is realistic in a rural setting)



Growing community capital

King's Lynn and West Norfolk ranks **134 out of 311 local authorities in England for community assets** (with 1 as the top performer), showing improvement over the last five years. However, the **area has more neighbourhoods in relative deprivation for the living environment and barriers to housing**. More needs to be done to support the local community to alleviate these problems and improve the general living environment. Strengths to build on include an increase in the expenditure on arts and development per head over the last five years and a recovery in the use of retail and recreation spaces against pre pandemic levels.

Requires investment which:

- Capitalises on existing culture, heritage and community assets and broadens activity across the Borough
- Alleviates issues of deprivation around living environment and housing in parts of the borough



Addressing connectivity challenges

There are **barriers to physical access to public services**, and barriers to online access across King's Lynn and West Norfolk. 64% of neighbourhoods in King's Lynn & West Norfolk have longer than average journey times to key services (vs. 17% of neighbourhoods nationally). **Only 12.2% of premises have direct access to full fibre broadband** (vs. 27% nationally) and rollout has been slower than the average. These pose a risk of isolation for the area's ageing population, as well as acting as a barrier for young families to live in the area.

Requires investment which:

- Improves location of physical service provision and transport connectivity to access/reach it
 - Improves digital connectivity (domestic and commercial)
- Supports development of skills (confidence and competence) to access services digitally

Investment priorities, interventions & outcomes



Addressing an ageing population, investment which:

- Emphasises strengths and makes KLWN a more attractive place to live, work and invest – as well as visit.
- Enables young people to have local careers and creates jobs that people will stay in/move to KLWN for (which requires support for enterprise development & business growth).
 - Supports elderly population & address potential social isolation

Alignment to UKSPF Interventions:

C&P - E8, E9
 SLB -
 P&S - E35

Outputs/Outcomes:

- Increased footfall, visitor numbers
 - Increased volunteering
- Local organisations receiving support



Improving sustainability, investment which:

- Reduces reliance on cars for (short) journeys and improves energy performance of buildings
 - Improves public and community transport connectivity
- Promotes cleaner, greener transport and active travel (where this is realistic in a rural setting)

Alignment to UKSPF Interventions:

C&P - E7, E13
 SLB -
 P&S -

Outputs/Outcomes:

- Improved cycleways/paths
- Neighbourhood and public realm improvements
- Improved green and blue space
 - Reduced emissions



Growing community capital, investment which:

- Capitalises on existing culture, heritage and community assets and broadens activity across the Borough
- Alleviates issues of deprivation around living environment and housing in parts of the borough

Alignment to UKSPF Interventions:

C&P - E1, E2, E3, (capital) E4, E6,
 SLB - E17, E25
 P&S -

Outputs/Outcomes:

- Improved facilities and amenities, accessibility
- Community organisations receiving support
 - Community assets and programmes created/improved



Addressing connectivity challenges, investment which:

- Improves location of physical service provision and transport connectivity to access/reach it
 - Improves digital connectivity (domestic and commercial)
- Supports development of skills (confidence and competence) to access services digitally

Alignment to UKSPF Interventions:

C&P -
 SLB -
 P&S - E36

Outputs/Outcomes:

- People accessing skills support
- People gaining qualifications

Supporting local business: the evidence



Productivity is below the national average and increasing at a similar rate



Above average 5-year survival rates, self-employment rates and a growing jobs density



Overall, the business base is increasing yet at a slower rate than the national average



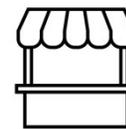
Some evidence of innovation – improvement in UK competitiveness index, however low proportion of innovation jobs, number of patents and innovate UK grants awarded



Manufacturing remains important to the economy however GVA fell over last five years



The health sector employs the largest proportion of all sectors, with employment increasing by 13% over the last five years



The retail sector remains an important employer, however the number of businesses have fallen and GVA has stagnated



Low levels of population growth and declining number of young people

Challenges, opportunities & investment priorities



Growing the entrepreneurial business base

Productivity is below the national average, with GVA per hour worked of £30.60 compared to the national average of £35.15. **GVA is growing** at a slightly faster rate than the national average, implying the gap is slightly closing. **The business base is growing more slowly than nationally**, over the last five years, total businesses have increased by 2.31% compared with 9% nationally. There is a need to support early-stage business growth to further grow the business base, building on above average 5-year survival rates and **higher levels of self-employment**.

Requires investment which:

- Builds on recent improvements to increase productivity in all businesses
- Enables the business base to grow - more business start-ups, more solo self-employed people converting to employing micro-businesses, small businesses scaling
- Ensures strong survival rates are a positive, that businesses thrive and struggling businesses get support to improve their resilience and performance



Attracting and retaining young people and talent

There has been no growth in the overall population over the last five years, in addition to an increasing proportion aged 65 and over and a declining proportion aged between 25-39. This suggests that suggests retention and attraction of working age people is important. This points to **broadening local employment and entrepreneurship options and supporting young people**, as well as linking into skills interventions such as through apprenticeships and pathways to employment.

Requires investment which:

- Enables young people to have local careers and creates jobs that people will stay/in move to KLWN for
- Starts businesses and attracts inward investment, which creates jobs that change the structure of local job market (upskilling without jobs to move to will exacerbate problem of people leaving the area)



Opportunities to support innovation led growth

There are signs of improvement in innovation in King's Lynn & West Norfolk with a **rise of 60 places of the UK competitiveness Index** over the last five years. However, **only 31 Innovate UK grants** were awarded between 2011-2021, much lower than the average for lower tier authorities of 134. **The number of patents and the proportion of innovation jobs are lower** than the national average suggesting further work is needed to improve innovation to boost the overall economy.

Requires investment which:

- Enables all businesses to understand and explore the potential for innovation in their products and service delivery, from frontier R&D to diffusion of best practice
- Better connects businesses in the area to innovation infrastructure in the wider region
 - Builds capacity and creates jobs in knowledge-based sectors



Health, retail and manufacturing strengths need bolstering

Health, Retail and Manufacturing each employ over 10% of total employees. Employment in the health sector has grown by 13% over the last five years with 5% VA growth. Although the retail sector is a significant employer, the sector has stagnated over the last five years, with a fall in the number of businesses and no change in number of employees and GVA. **The retail property vacancy rate is higher** than the national average. **GVA in manufacturing fell** over the last five years and the **industrial property vacancy rate is higher** than the national average.

Requires investment which:

- Improves the quality of jobs for residents and productivity of jobs for employers in all sectors, but with an emphasis on key employing sectors
- Makes best use of available employment and industrial land and property, with programmes of meanwhile use to bring vacant space into active use while long-term purpose is determined

Investment priorities, interventions & outcomes

Growing business base, investment which:

- Builds on recent improvements to improve productivity in all businesses
- Enables the business base to grow - more business start-ups, more solo self-employed people converting to employing micro-businesses, small businesses scaling
- Ensures strong survival rates are a positive, that good businesses thrive and weak businesses get support to improve, or close

Alignment to UKSPF Interventions:

C&P –
 SLB – E17, E18, E23, E24, E25, E26, E28
 P&S –

Outputs/Outcomes:

- Businesses receiving support
 - Jobs created
- New businesses created
- Increased investment
- Increased productivity
- Increased technology adoption

Attracting & retaining young people, investment which:

- Enables young people to have local careers and creates jobs that people will stay/in move to KLWN for
- Starts businesses and attracts inward investment, which creates jobs that change the structure of local job market (upskilling without jobs to move to will exacerbate problem of people leaving the area)

Alignment to UKSPF Interventions:

C&P – E9
 SLB – E17, E23, E24, E30
 P&S –

Outputs/Outcomes:

- Improved facilities and amenities, accessibility
- New businesses created
 - Jobs created
- Increased investment

Supporting innovation led growth, investment which:

- Enables all businesses to understand and explore the potential for innovation in their products and service delivery, from frontier R&D to diffusion of best practice
- Better connects businesses in the area to innovation infrastructure in the wider region
 - Builds capacity and creates jobs in knowledge-based sectors

Alignment to UKSPF Interventions:

C&P –
 SLB – E18, E19, E20, E21, E22, E23, E24
 P&S –

Outputs/Outcomes:

- Increased R&D activity
- New products and services
- New businesses created
 - Jobs created
- Increased investment

Bolstering strengths, requires investment which:

- Improves the quality of jobs for residents and productivity of jobs for employers in all sectors, but with an emphasis on key employing sectors
- Makes best use of available employment and industrial land and property, with programmes of meanwhile use to bring vacant space into active use while long-term purpose is determined

Alignment to UKSPF Interventions:

C&P – E1, E4, E6, E8
 SLB - E16, E17, E22, E28, E30
 P&S –

Outputs/Outcomes:

- Jobs created
- Jobs safeguarded
- Increased investment
- Increased export capacity

People and skills: the evidence



Employment is around average and has fallen over the past 5 years



A higher rate of economic inactivity than the national average and has increased over the last five years



A higher proportion of 16-18 year olds in apprenticeships than the national average



More people in the workforce receive job related training than nationally



A lower proportion of employment in high skilled occupations



A higher proportion of employment in skilled trade and caring, leisure and other service occupations



Average earnings below the national average, however earnings have increased over the last five years



Fewer people qualified at NVQ4+ than nationally, and more people with no qualifications

Challenges, opportunities & investment priorities



Higher rates of economic inactivity

The employment rate in King's Lynn & West Norfolk is around average at 74% compared with 75% nationally, and has fallen by 1.5% over the last five years. The **economic inactivity rate is a little higher than the national average** (22.9% vs 21.3% nationally) and has increased by 1% over the last five years. High proportion of currently inactive people want to work (29.1% vs 18.6% nationally), but have greater constraints that will require flexibility in employment (26.6% vs 19.2% currently inactive due to caring responsibilities, 36.9% vs 24.6% due to long-term sickness). Increasing total employment rates will be dependent upon attracting and retaining people of working age.

Requires investment which:

- Enables economically inactive people to find work
- Works with local employers on job design and flexible working policies to widen access for those with caring responsibilities or work-limiting illness/disability



Low wage economy

Average earnings in King's Lynn & West Norfolk are relatively low. Annual median earnings are £28,555, compared to the national average of £31,285. Although earnings **have grown by 9.3% over the last five years, this is lower than the 11% growth nationally**, suggesting that the wage gap is increasing. The percentage of **jobs earning below the real living wage is higher**, but has fallen by 13% over the last five years, faster than the national fall of 6.1%. Relatively low earnings could be partly explained by a **lower proportion employed in professional occupations**.

Requires investment which:

- Continued progress in proportion of jobs above RLW
- Improves the quality of jobs for residents and productivity of jobs for employers in all sectors
- Creates higher value jobs to change structure of local job market



Relatively low level skills attainment

The **proportion of people with NVQ4+ qualifications is relatively low** in King's Lynn & West Norfolk at 30% compared to the national average of 43%. Despite a fall in the percentage of people with no qualifications of 5.4% in the last five years, it remains higher than the national average. **Average attainment 8 score at GCSE is lower** than the national average and has fallen. More needs to be done to improve adult skills provision and school attainment in the area to support more people into higher skilled and professional occupations

Requires investment which:

- Enables people to secure L3 skills, as a step towards L4
- Long-term - starts businesses and attracts inward investment, which creates jobs that change the structure of local job market (upskilling without jobs to move to will exacerbate problem of people leaving the area)



Strong employer-led work based training provision

King's Lynn & West Norfolk has a **higher percentage of firms that provide on-the-job training** (53%) compared to the national average of 49%, implying that employers are doing relatively well in upskilling but may struggle to find provider led training in the area. This reduces the opportunity for embedded qualifications and wider skills development available in more formal courses. The percentage of 16-17 year olds who are **NEET is at the national rate of 5.5%, but has increased** by 0.6% over the last five years.

Requires investment which:

- Ensures employers can access relevant provider-led training
- Enables young people to see the potential for a local career

Investment priorities, interventions & outcomes



Higher rates of economic activity, investment which:

- Enables economically inactive people to find work
- Works with local employers on job design and flexible working policies to widen access for those with caring responsibilities or work-limiting illness/disability

Alignment to UKSPF Interventions:

C&P – E9
 SLB – E30
 P&S – E33, E34, E37

Outputs/Outcomes:

- Economically inactive people receiving support
- Increased engagement with volunteering
- People supported into employment



Addressing low wage economy, investment which:

- Continue progress in proportion of jobs above RLW
- Improves the quality of jobs for residents and productivity of jobs for employers in all sectors
- Creates higher value jobs to change structure of local job market

Alignment to UKSPF Interventions:

C&P –
 SLB – E23, E24, E30
 P&S –

Outputs/Outcomes:

- Jobs created
- Businesses receiving support
- Increased business sustainability



Low skills attainment, investment which:

- Enables people to secure L3 skills, as a step towards L4
- Long-term - starts businesses and attracts inward investment, which creates jobs that change the structure of local job market (upskilling without jobs to move to will exacerbate problem of people leaving the area)

Alignment to UKSPF Interventions:

C&P –
 SLB – E23, E24, E30
 P&S – E38, E41

Outputs/Outcomes:

- People engaged in education / training
- People supported into employment
 - Businesses supported
 - Increased investment



Local training provision, investment which:

- Ensures employers can access relevant provider-led training
- Enables young people to see the potential for a local career

Alignment to UKSPF Interventions:

C&P –
 SLB –
 P&S – E34, E38, E39, E40

Outputs/Outcomes:

- People gaining qualifications
- People supported into employment

A place to live, work, visit and invest

1

Leading as a Centre of Excellence for the Visitor Economy

- With a culture-led approach to leverage culture & heritage assets
- Positioning King's Lynn & West Norfolk as Cultural Destination
- Driving innovation & productivity in Tourism & Hospitality

Intervention examples

- **E6 (GBP):** Support for local arts, cultural, heritage and creative activities
- **E3 (GBP):** Creation of and improvements to local green spaces, community gardens, watercourses and embankments, along with incorporating natural features into wider public spaces
- **E17 (SLB):** Funding for the development and promotion (both trade and consumer) of the visitor economy

Outcomes

- Increased footfall, visitor numbers
- Job creation
- Improved amenities, facilities and accessibility

2

Embedding approaches that are Active, Clean & Green

- With benefits for residents and local businesses
- Protecting/enhancing natural environment
- Domestic efficiency/sustainability
- Transport to get to and from work
- Business transformation and re-training

Intervention examples

- **E7 (GBP):** Support for active travel enhancements in the local area
- **E13 (GBP):** Community measures to reduce the cost of living, including through measures to improve energy efficiency, and combat fuel poverty and climate change.

Outcomes

- Neighbourhood and public realm improvements
- Improved cycleways, paths
- Reduced emissions
- Increased business sustainability

3

Strengthening local enterprise and innovation systems

- Sector wide, but with specific focus on sector/workforce/value chain strengths
- Food (agriculture, food processing & manufacturing, food service & retail)
- Manufacturing
- Health

Intervention examples

- **E23 (SLB):** Strengthening local entrepreneurial ecosystems, and supporting businesses at all stages of their development, including through local networks.
- **E24 (SLB):** Funding for new and improvements to existing training hubs, business support offers, 'incubators' and 'accelerators' for local enterprise

Outcomes

- New businesses created
- Increased productivity
- New products and service offers
- Job creation

4

Supporting people to access opportunities

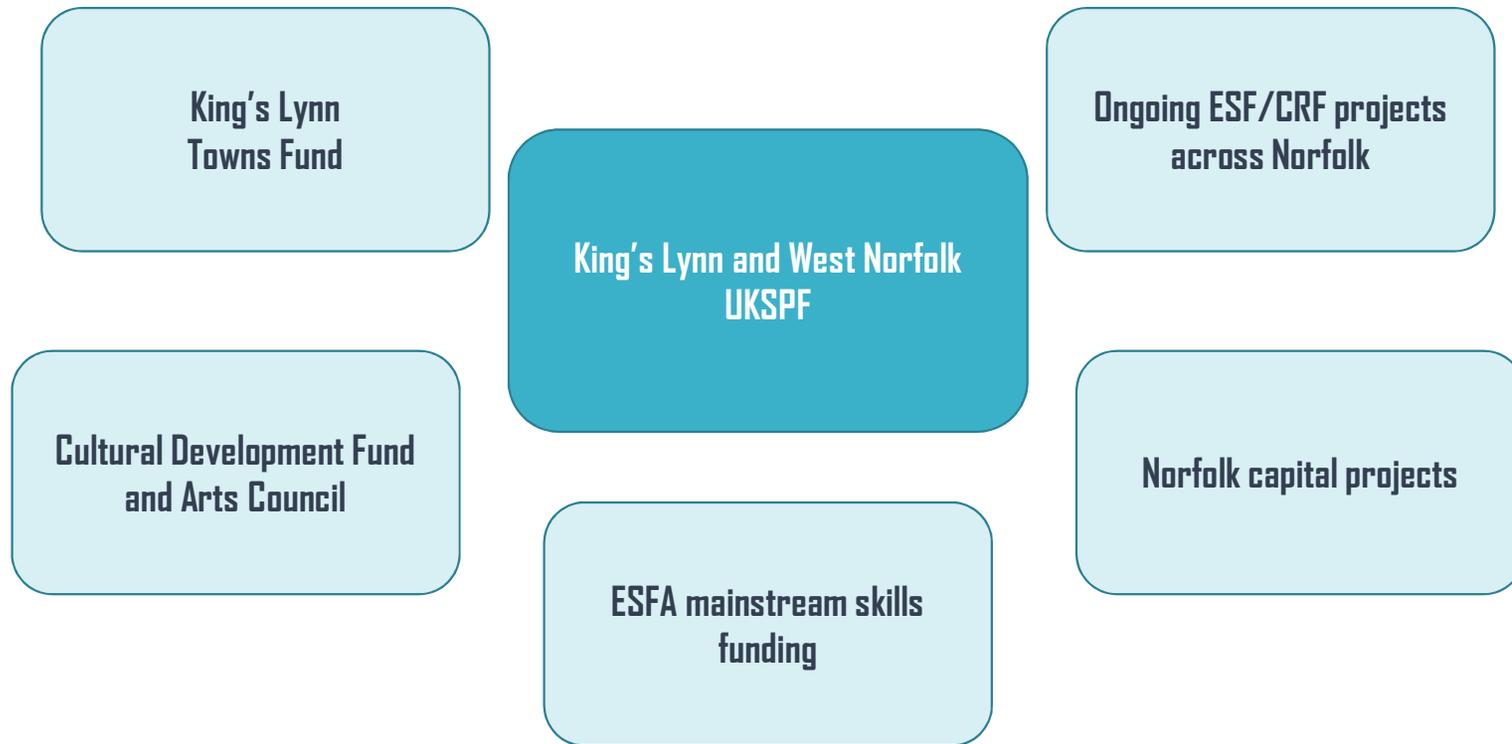
- Creating better quality, higher skilled jobs across sectors
- Supporting people into employment and volunteering opportunities
- Improving skills that employers need

Outcomes across interventions

- People gaining qualifications
- People supported into work
- Increased volunteering engagement

Funding landscape

There are a number of funds in the area, that UKSPF can support mainly through revenue, but there are also clear priorities for UKSPF funding here in communities and business support.



Investment principles

- People & Skills starts 2024/25 (Y3) as there are currently no at risk VCS providers that could be covered in first two years.
- Capital and Revenue balance to follow the minimum proportions stated by government, as other sources of revenue funding are limited this must be prioritised in UKSPF.
- UKSPF Capital focused on four investment types, to leverage UKSPF Revenue investment priorities:
 - **Matching to Towns Fund**, where it is possible for additional sums to allow activity to be delivered across the Borough. E.g. Public realm fund, active travel & walking, digital connectivity
 - **Establishing local hubs to network in-person provision** of services from centres across Norfolk and the wider region. *E.g. Training, Business support, Events?*
 - **Community transport**, enabling access to learning, training, employment and leisure. E.g. Community bus, travel pass
 - **Supporting digital and net-zero transitions** for businesses and residents E.g. Investment in materials, kit, technology
- Aim for a balance of specific:syndicated delivery, ensuring benefits of collaboration *and* scope to address/promote acute issues/strengths in the Borough.